

ORDER



Orders
Order / Rev: 702119
Alt Order #: 06235553
Product Desc: SEIU 1433
Estimate: 1433
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave Ste 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Majority PAC/ SEIU
Demographic: A25-54
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	69	\$79,075.00	\$67,213.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	69	\$79,075.00	\$67,213.75	0.00
Totals	69	\$79,075.00	\$67,213.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/02/12	10/08/12	M-F 1-2p Rachel Ray	CM	1P-2P	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
				RACHAEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$200.00		0.00			
2	KARE	10/02/12	10/08/12	M-F 10-1035p KARE News 10p	CM	10-1035P	MTWTF--	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
				KARE11NWS-10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$2,400.00		0.00			
3	KARE	10/02/12	10/08/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
				TONITE SHW-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$700.00		0.00			
4	KARE	10/02/12	10/08/12	Late Night Late Night NBC	CM	1135pm-1235xm	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		2				\$325.00		0.00			
5	KARE	10/02/12	10/08/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	5	\$275.00	P-2	0.00	NM	5	\$1,375.00
				DAYS-OUR LIVES<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--		5				\$275.00		0.00			

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Advertiser: House Majority PAC/ SEIU
Product Desc: SEIU 1433
Estimate: 1433

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KARE	10/02/12	10/08/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$300.00		0.00			
7	KARE	10/02/12	10/08/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	7	\$450.00	P-2	0.00	NM	7	\$3,150.00
DR. OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					7	\$450.00		0.00			
8	KARE	10/02/12	10/08/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
KARE11NEWS@4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$350.00		0.00			
9	KARE	10/02/12	10/08/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$850.00		0.00			
10	KARE	10/02/12	10/08/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,500.00		0.00			
11	KARE	10/02/12	10/08/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					2	\$1,500.00		0.00			
12	KARE	10/02/12	10/08/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$1,500.00		0.00			
13	KARE	10/02/12	10/08/12	M-F 9-10a TODAY	CM	9-10a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--					5	\$300.00		0.00			
14	KARE	10/05/12	10/05/12	Fri Prime WHO DO YOU THINK	CM	Fri Prime (6:58 PM-8:00 PM)	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
WHO DO-ARE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/01/12-10/07/12		Fri Prime		Fri Prime (6:58 PM-8:00 PM)	P-----F----	:30		\$1,200.00		0.00	NM		
15	KARE	10/08/12	10/08/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
VOICE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$6,000.00		0.00			
16	KARE	10/06/12	10/06/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$700.00		0.00			
17	KARE	10/06/12	10/06/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

